

AWS re:Invent

NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV

AIM332

WaFd bank delivers enhanced self-service with AWS conversational AI

Dustin Hubbard

CTO
WaFd Bank

Fernando Egea

Global Vice President
Talkdesk

Shivi Gupta

Sr. Product Manager, Amazon Lex
AWS



Agenda

AWS Conversational AI (CAI)

Amazon Lex

Talkdesk partners with Amazon Lex

Washington Federal CAI solution

Demo

Next steps



Evolution in customer engagement

75%

stated that customer experience impacts purchasing decisions¹

84%

will spend more with brands that allow them to choose their channel and avoid agent contact²

64%

find information delivered by a conversational AI interface valuable³

¹ Statista, "Importance of customer experience," <https://bit.ly/3hSTCfw>

² ESG, "Automated Customer Experience" <https://bit.ly/3XDY0Q4>

³ ESG, "Automated Customer Experience" <https://bit.ly/3XDY0Q4>

Use AI to improve customer experience

CHALLENGES



Long hold and resolution times



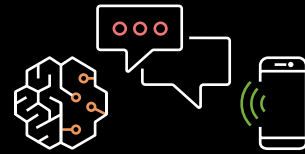
Single communication channel



Lack of insights on customer pain points



High operational expenses



Conversational AI solution

BENEFITS

Improve customer engagement

Enable omni-channel experience

Uncover Insights to improve service quality

Lower costs with automation

Amazon Lex

CONVERSATIONAL AI FOR VOICE AND TEXT INTERFACES



Enables
sophisticated
conversations



Easy to use



Provides a scalable
omni-channel
experience

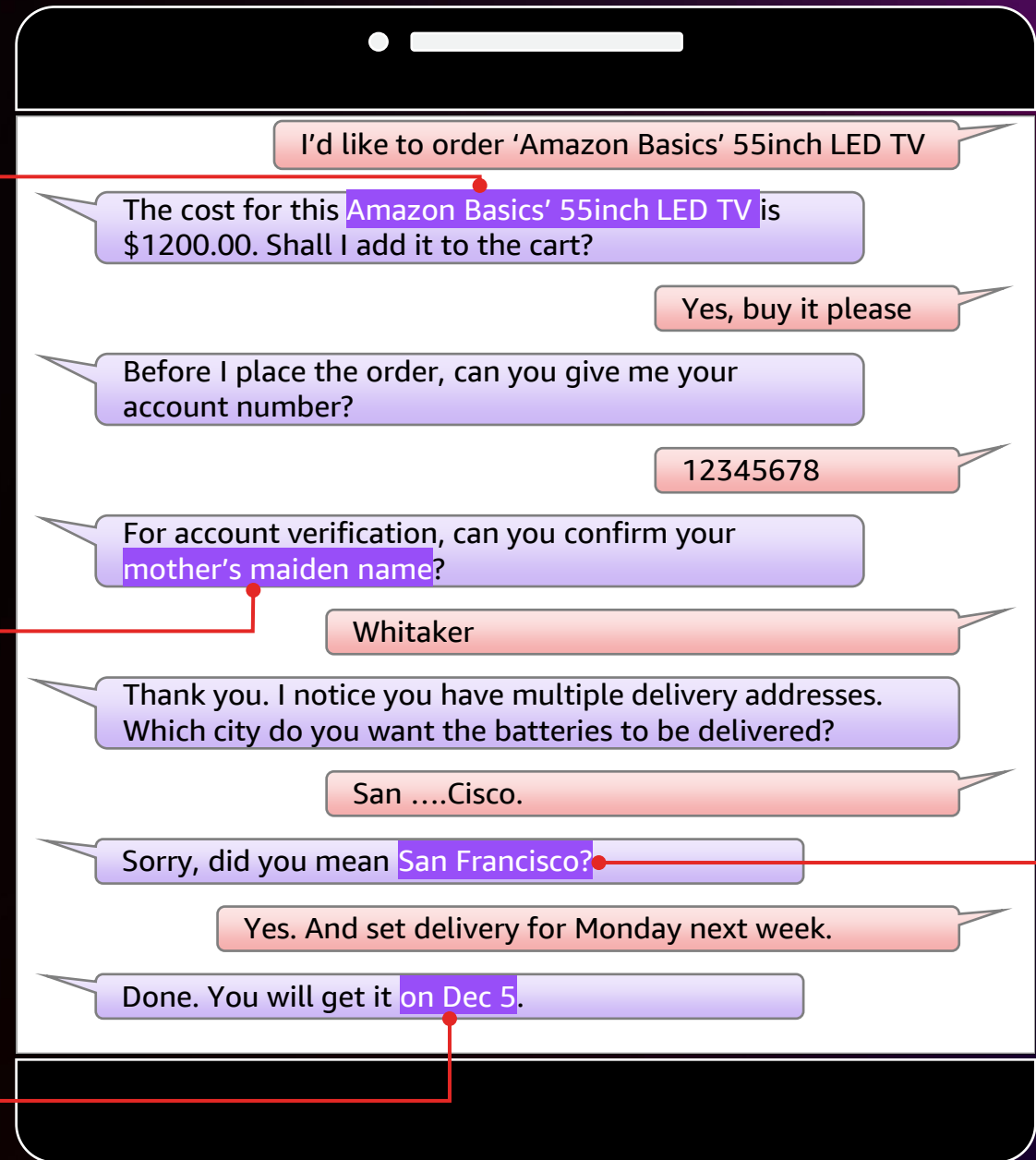
Sophisticated conversations

COMPLEX DIALOGUE

Custom entity recognition

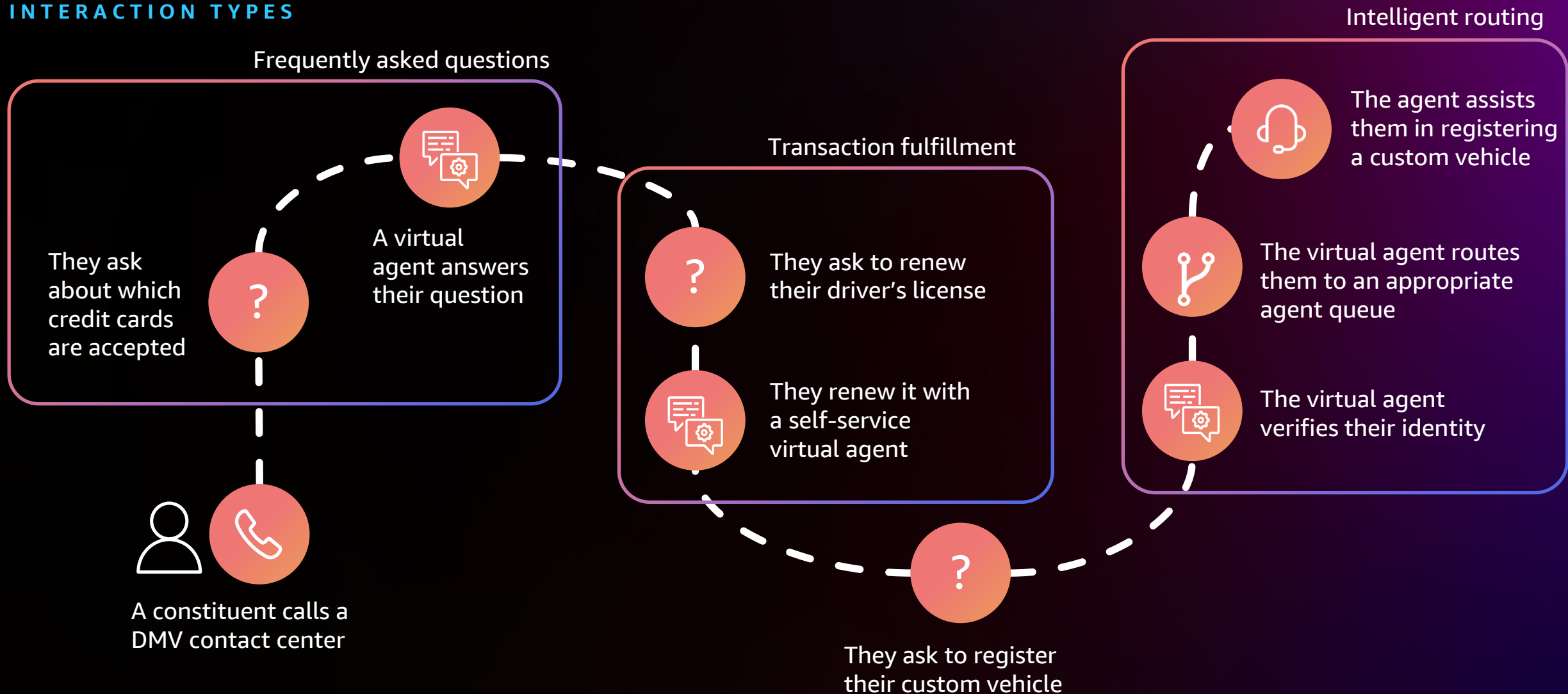
Enhanced speech transcription

Contextual resolution



Sophisticated conversations

INTERACTION TYPES



Ease of use

BUILDER PRODUCTIVITY TOOLS



Visual builder

Manage complex conversation paths dynamically using a no-code interface



Automated chatbot designer

Expedite chatbot design processes through automated analysis of transcript data



Pre-built solutions

Kick-start building a personalized, conversational experience for multiple industries

Scalable omni-channel experience



Pre-built voice connectors

Natively integrated with contact center platforms such as Amazon Connect, Talkdesk, Genesys, Avaya, and others



Vocal variety

Custom and synthetic voice support in multiple locales and regions



Omni-channel

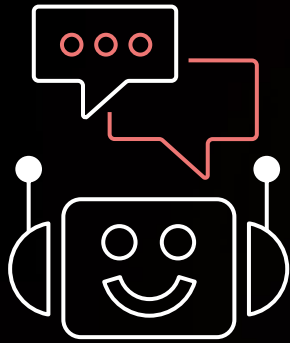
Multi-channel and multi-modal support



Fully managed service

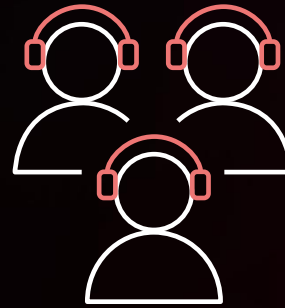
Scale based on demand
One-click deployments
Pay only for what you use

Popular Amazon Lex use cases



Self-service

Deflect calls with human-like virtual agents and IVRs



Intelligent routing

Identify callers' intent and route to an appropriate agent queue



Information capture

Collect key information to assist agents in resolving questions efficiently

Talkdesk: Offering a better way to great customer experiences

Fernando Egea

Global Vice President, AI Specialized Sales
Talkdesk



Talkdesk: Who we are

A global cloud contact center leader for customer-obsessed companies

Leader in 2022 Gartner Magic Quadrant for CCaaS for the 4th consecutive year

#8 on 2022 Forbes Cloud 100

Born cloud native

95% CSAT



Talkdesk + AWS Contact Center Intelligence

The Talkdesk and AWS collaboration allows you to **easily implement AI powered solutions** that enhance self-service, agent assistance, and call analytics in your contact center

:talkdesk[®]

Easy-to-implement
AI solutions



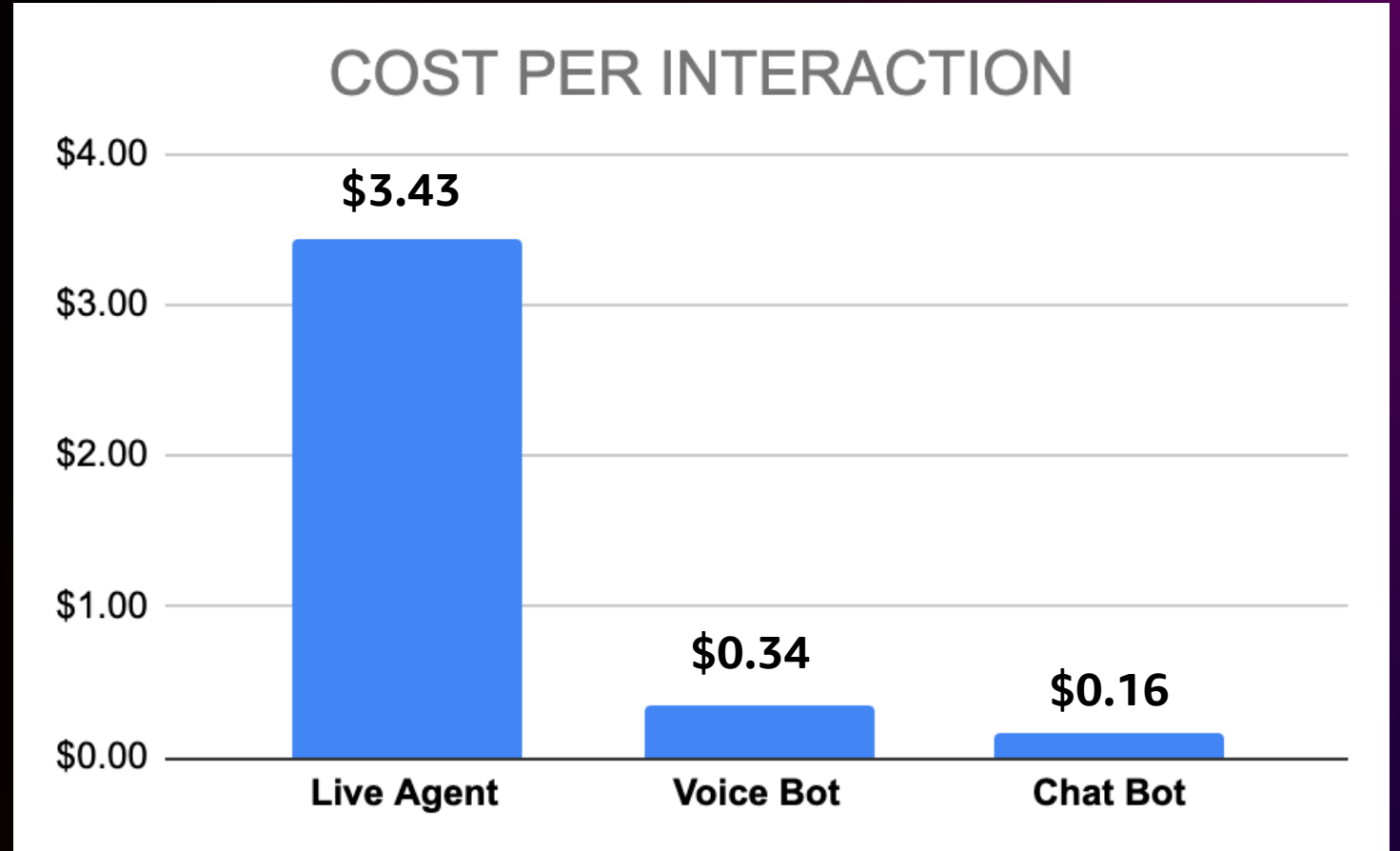
Powered by AWS language
AI services to transcribe and
understand your customer
conversations



Why Talkdesk + AWS AI

95%

Potential cost savings (per interaction) utilizing voice biometrics, Virtual Agent, and Talkdesk AI tools



\$0.34

\$0.16

Primary jobs to solve with AI & automation



Increase customer self-service rate



Identify causes of customer issues



Help agents resolve issues correctly and quickly


Leverage agents to keep AI models updated

Talkdesk AI

Jobs-to-be-done
and the customer journey

 Increase customer self-service rate

 Identify causes of customer issues

 Help agents resolve issues correctly and quickly

Customer Journey



CUSTOMER
With a query






AGENT
Assisted by AI automation




Identity



Virtual Agent Voice
 Amazon Lex


Virtual Agent Digital
 Amazon Lex


Agent Assist


Quality Management

 Knowledge Management

 Interaction Analytics

 AI Trainer Human-in-the-Loop



Washington Federal: Transforming customer experience with Conversational AI

Dustin Hubbard

CTO

WaFd Bank



“Meeting customers where they bank”

Company facts

Headquartered in Seattle

100+ years in business

200+ branches across the Western United States

\$21B assets under management

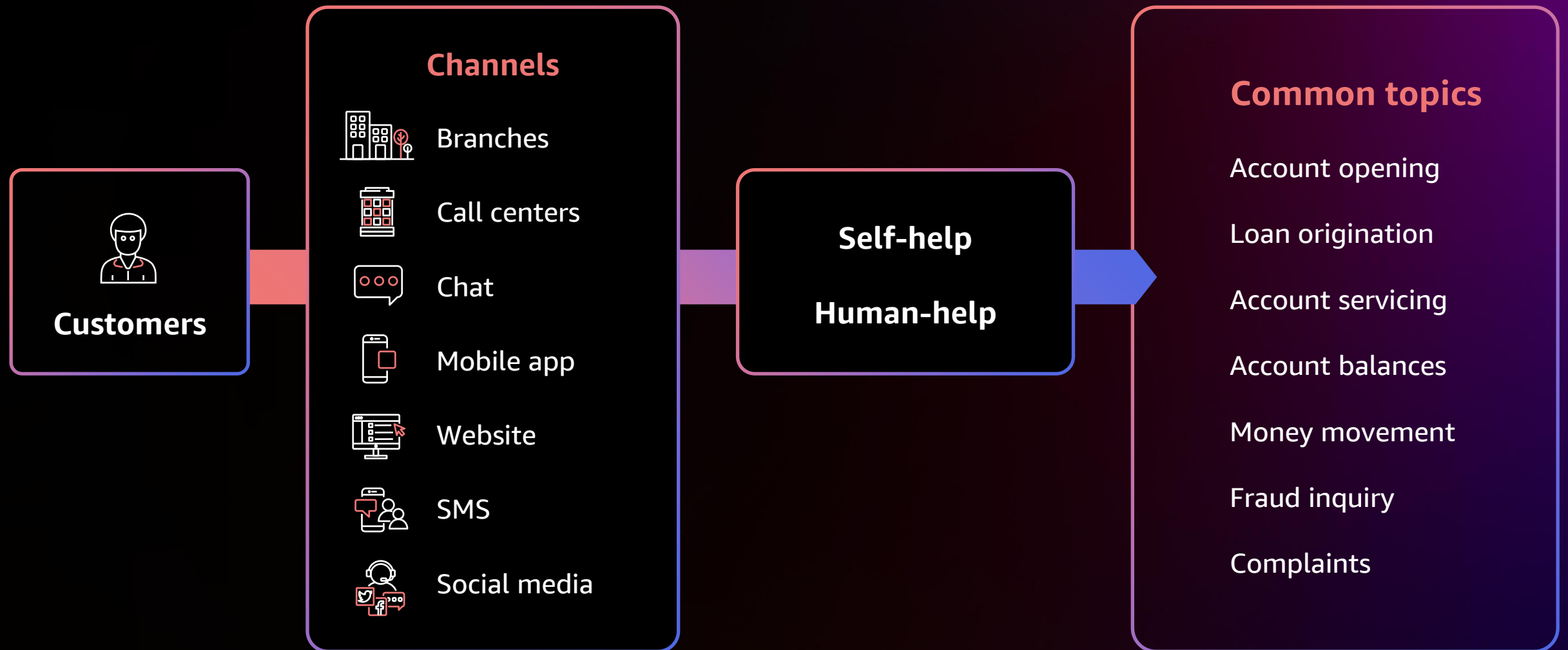
Publicly traded (WaFd)

Our 2025 vision

To become a highly profitable, digital-first bank . . .



Serving customers' banking needs



WaFd banking – Challenge overview

Call center challenges

Client friction

Dated call center technology
with limited fraud protections

Difficult to navigate self-service

Chat escalations not integrated
with call center tools

High wait times/abandonment rates



Opportunity

Use data to remove friction

Reduce fraud with modern toolsets

Allow clients to self-serve quickly

Escalations across channel
to single call queue

Lower handle times by auto-populating
information about a caller



Old System IVR



Dustin Hubbard



New System IVR



Dustin Hubbard

Need to open a checking or savings account? It's fast and easy. We'll walk you through it.

Open an Account

Personal Business

ONLINE BANKING

Sign In

First Time? Sign up for online access

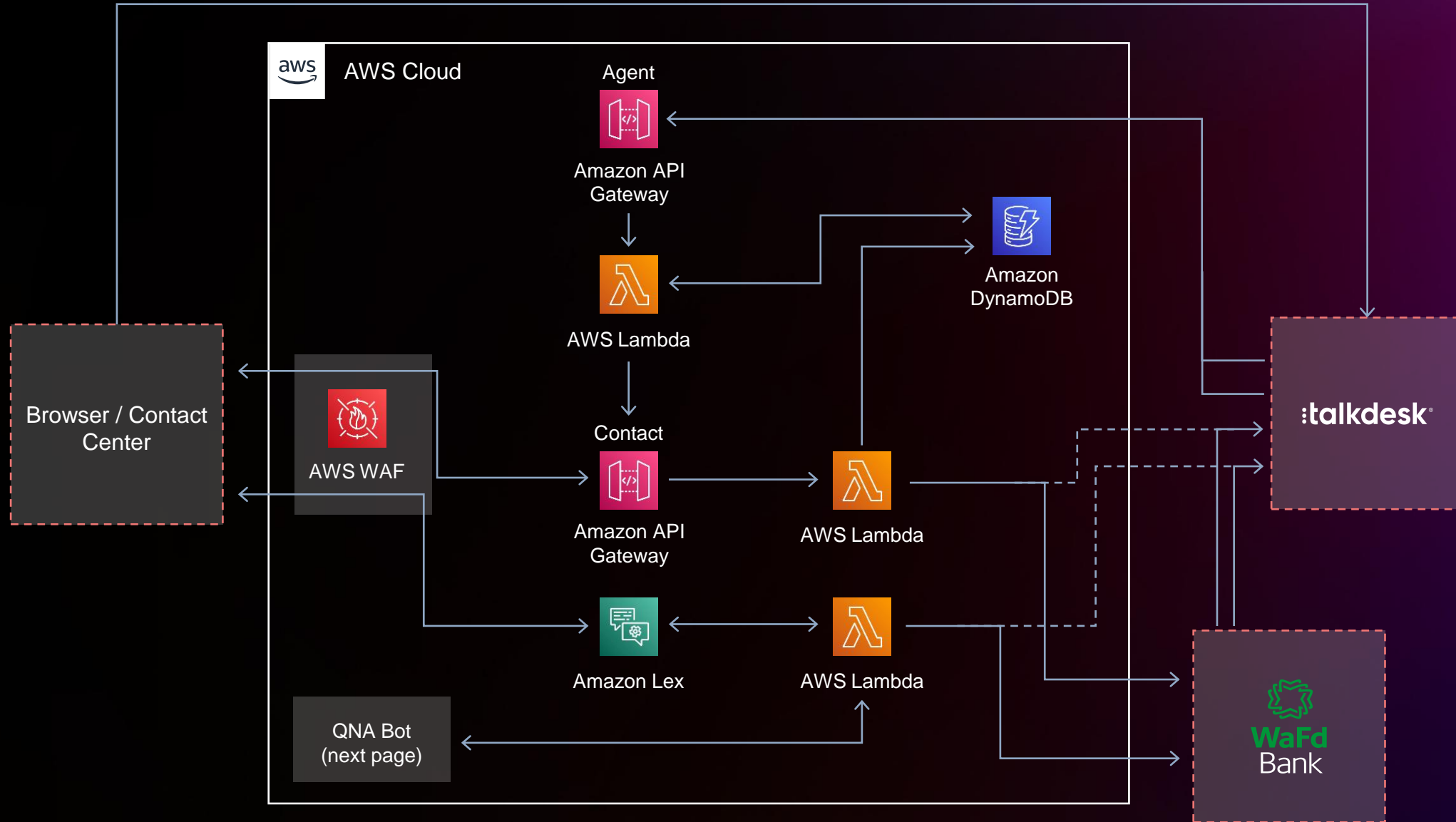
Hi, I am Walt. What may I help you with today?



Dustin Hubbard's view

Awarded America's Best Big Bank by Newsweek -

Architecture



Business outcome

“Your best ROI is happy customers”

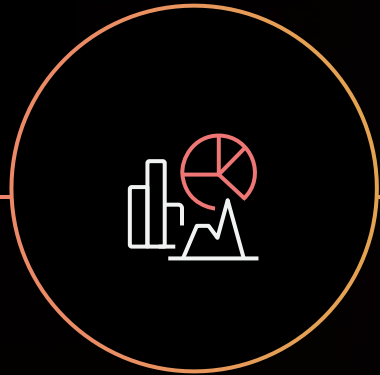
Immediate impact

Reduction of check balance time by 90% (from 4.5 minutes to 28 seconds)

Long-term impact

Call deflection and self-service rates will increase with significant savings and, more importantly, happier customers

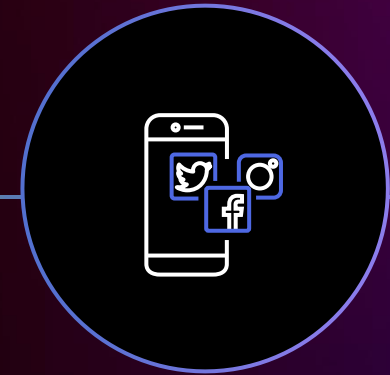
Roadmap



Use Amazon Lex
sentiment in
back-office tools

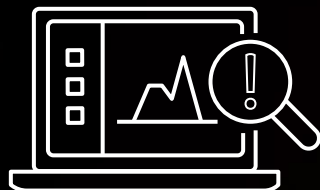


Add more self-service
functions like voice-based
card activation



Extend in more
channels – branches,
SMS, and social media

Next steps



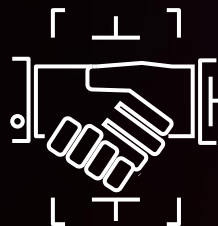
DISCOVERY WORKSHOP TO PROOF OF CONCEPT

Identify the use case

Determine KPIs

Do a workshop/immersion day

Start a POC



WHO CAN HELP?

Work with AWS experts

AWS ProServe

ML Solution Labs

AWS Data Labs team



AWS CAI/CCI PARTNERS

Contact center platforms

Consulting partners

Independent software
vendors (ISV)

PARTNERS



Related sessions

KEYNOTES AND LEADERSHIP SESSIONS

KEY003: Swami Sivasubramanian Keynote

AIM217-L: Innovate with AI/ML to transform your business

CONVERSATIONAL AI SESSIONS

AIM407-R1: Choosing the right ML instance for training and inference on AWS

AIM403: Build human-like customer experiences with conversational AI

BIZ302-R1: How to build smart self-service experiences with Amazon Connect

LFS201: Commercial innovation at Moderna using Amazon Connect and AI

BIZ102: How women leaders are transforming customer experience

BIZ309: Integrate AI and ML into customer engagement

BIZ207: How NAB transformed the self-service experience with Amazon Connect & ML



Additional resources



Amazon Lex Bot examples documentation - <https://go.aws/3EsJPo8>
Public documentation on step-by-step instructions for creating Amazon Lex Bots



AWS Contact Center Intelligence Solutions - <https://go.aws/3TW7RgT>
Identify the AWS Contact Center Intelligence use case that works best for you



Amazon Lex Visual Conversation Builder - <https://go.aws/3V1Gy6k>
Instructions on how to use Visual Conversation Builder to solve different use cases



Conversational AI with Amazon Chime SDK - <https://go.aws/3TUh09P>
Add conversational AI to any contact center with Amazon Lex and the Amazon Chime SDK

See more AI/ML in action with Talkdesk



Scan the code to access
Talkdesk AI/ML resources

Visit booth #551 to learn more

Meet with Dustin this afternoon

See more live demos

Learn more about Talkdesk customers using AI/ML

Get to know the Talkdesk team

Plus, see our new Workspace Designer

Rapidly build and expand the capabilities of Talkdesk
Workspace using low-code to craft the ideal interface
for every employee in the contact center

Thank you!



Please complete the session survey in the **mobile app**

